The population of the US is almost 300 million. Every single citizen is a potential content producer. Every single citizen is a potential technology developer.

Yet this proposed rule seems to be tailored to take away key rights, property and

freedoms of these millions simply to prop up the faulty business model of a few inordinately $\ensuremath{\mathsf{S}}$

influential companies. If these companies need to stifle innovation, competition,

and free expression in order to stay in business, then there can be no place for them in our republic. If these companies cannot turn a profit without telling me what I am allowed to do privately with the technology I own and create, then they

are at odds with the interests of every individual citizen of our nation. If these

companies have a business need to interfere with my ability to work with others towards

the creation and refinement of technologies, ideas and expressions, then they are

at odds with our communities. The proposed broadcast flag is a slap ! in the face to anyone who has the "audacity" to be more than a mere consumer. It is an insult.